

## **ABSTRACT**

The sales promotion point exchange transaction method and system of this invention comprises the sales promotion point issuance and consumption server system 200 that issues and consumes sales promotion points per each shop, manufacturer or group of them and consumes sales promotion points within said each shop, manufacturer or group of them based on pre-determined point issuance conditions and pre-determined point consumption conditions and the sales promotion point exchange transaction center 211 that makes said sales promotion points circulate not only within said each shop, manufacturer or group of them but also widely outside said each shop, manufacturer or group of them. Said sales promotion point exchange transaction center 211 manages a standard value of a sales promotion point that is arbitrarily determined by said each shop, manufacturer or group of them and that is consumed within said each shop, manufacturer or group of them, manages an exchange rate between sales promotion points that are issued by and consumed within an each shop, manufacturer or group of them and sales promotion points that are consumed outside said each shop, manufacturer or group of them wherein said exchange rate is arbitrarily determined by said each shop, manufacturer or a group, and executes sales promotion exchange transaction by calculating the necessary point amount required for exchange to a commodity or a service that a user wants based on said standard value of a sales promotion point and on said exchange rate, in response to the user's request.